



Community Health Improvement Plan Annual Report, 2018

Florida Department of Health in Collier County

February 2019

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Introduction

This report summarizes the progress made during 2018 on implementation of the objectives in the 2017-2019 Collier County Community Health Improvement Plan. It serves as a progress review of the collaborative efforts of the Florida Department of Health in Collier County and community partners toward achieving the objectives that were determined to be the most effective approaches to addressing community health priorities. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Collier County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

Overview of the Community Health Improvement Plan (CHIP)

The Florida Department of Health in Collier County (DOH-Collier) facilitated the community health improvement planning process for Collier County following the release of the 2016 Collier County Community Health Assessment.

Over the past few years, local public health system partners have convened the Leadership for Community Health Improvement Planning (LCHIP) committee meetings to guide the development of this Community Health Improvement Plan (CHIP) for Collier County. In 2016, a new Community Health Improvement Planning cycle began and a new Community Health Assessment (CHA) was completed in July 2016. The LCHIP committee developed a new Community Health Improvement Plan which was completed in February 2017.

Using the Mobilizing for Action through Planning and Partnership (MAPP) framework, the LCHIP committee reviewed the CHA and held discussions regarding group priorities and objectives going forward. For the last three years (2014-2016), the collective focus was reducing obesity. The committee agreed to continue the focus on reducing obesity. In addition, the LCHIP committee saw the need to concentrate efforts on behavioral health.

The LCHIP committee developed the Healthiest Collier Obesity and Behavioral Health Objectives to promote awareness and provide opportunities for children and adults so they may make consistent, informed choices about healthy eating, active living and social well-being.

Summary of Collier County 2017-2019 CHIP Goals

STRATEGIC ISSUE AREA	GOAL
Obesity	<ul style="list-style-type: none">• Increase the initiation, duration and exclusivity of breastfeeding• To make healthier choices easier for students• To promote healthy behaviors and expand opportunities to improve health• Increase awareness and participation in health and wellness initiatives• Raise well-being in SWFL through a comprehensive approach to health improvement• Share effective strategies and messages that support healthy behaviors• Promoting all aspects of health and wellness in seniors
Behavioral Health	<ul style="list-style-type: none">• To promote emotional, psychological and social well-being programs

Summary of CHIP Annual Review Meeting

In 2018, the name of the CHIP steering committee was changed from LCHIP to the Executive Committee for Community Health Planning (CHIP EC). The CHIP EC met on January 17, 2019 to review progress toward meeting the CHIP objectives. Using a round table discussion format, CHIP EC members each reported on the progress of the objectives for which they are the lead agency. In addition, the group used the following decision matrix to decide whether each objective needed revision for 2019:

- Is the objective on track to meet its target by the end of 2019?
 - If yes, has the target been met or exceeded already?
 - ✓ If yes, should we remove the objective?
 - ✓ If no, then no revisions necessary
 - If no, then
 - ✓ Adjust the target?
 - ✓ Modify the objective?
 - ✓ Stay the course?

The results from this review process are presented on the following pages with status indicators, data measures as of December 31, 2018, revisions for 2019, and comments as needed.

Status indicators represent the following:



= Little or no movement towards objective target








= some progress towards meeting the objective target



= reached or surpassed objective target

Strategic Issue Area: Healthiest Collier Obesity Objective 1**Goal:** Increase the initiation, duration and exclusivity of breastfeeding**Strategy 1.1:** Promote awareness and expand opportunities for breastfeeding**Key Partners:** Healthcare Network of SWFL, NCH Healthcare System, NCH Safe & Healthy Children's Coalition, DOH-Collier, Healthy Start and Precious Cargo Academy


Why this is important to our community:					
Breastfeeding saves lives. Recent research shows that if 90% of families breastfed exclusively for 6 months, nearly 1,000 deaths among infants could be prevented.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
1.1.A. To double the number of breastfeeding friendly (BFF) businesses and BFF child cares in Collier County as recognized by the Florida Breastfeeding Coalition by December 2017.	# of BFF businesses	4	8		In 2019, DOH-Collier is making an effort to reach out to worksites.
	# of BFF childcares	7	6		Target exceeded. Increasing target to 12.
1.1.B. At local community hospital – increase by 20% the total percentage of delivering mothers breast feeding (without maternal or newborn medical complications)	Number of exclusive breastfeeding moms at discharge/ total deliveries without maternal or newborn complications	56%	42%		Target exceeded. Increasing target to 60%
1.1.C. At local community hospital's Level II NICU – keep 95% of mothers stating they wish to provide breastmilk to their baby in triage still providing at least some breast milk to their NICU graduate baby upon discharge.	% upon admission & % upon discharge	94%	95%		Maintain current efforts.
1.1.D. By June, 2018, increase to 45% the number of WIC registered mom-baby dyads who are either partially or exclusively breastfeeding at 26-52 weeks postpartum.	% of infants still receiving breastmilk at WIC	40.86%	45%		Extended timeframe to December 2020. We expect to see improved WIC breastfeeding rates as a result of the support provided to moms by two new breastfeeding peer counselors.

Strategic Issue Area: Healthiest Collier Obesity Objective 2

Goal: To make healthier choices easier for students.

Strategy 2.1: Encourage schools to implement and maintain healthy lifestyle initiatives leading to Blue Zones approval.


Key Partners: CCPS Benefits and Wellness, School staff, School Wellness Champions and Blue Zones Project of SWFL

Why this is important to our community:					
Schools that obtain Blue Zone approval demonstrate a commitment to providing a learning environment that supports wellness, nutrition and an active lifestyle through a variety of initiatives involving students, staff, and families.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
2.1. Increase the number of Blue Zones approved schools by three per year.	# of Blue Zones approved schools	19	28		10 remaining public schools are in process; also adding private schools.

Goal: To make healthier choices easier for students.

Strategy: Regular physical activity before or after school can produce long term health benefits.

Key Partners: CCPS Benefits and Wellness, School staff, School Wellness Champions and CCPS Facilities Department


Why this is important to our community: Regular physical activity before or after school can produce long term health benefits.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
2.2. Add "Kids on the Go" program to at least 1 school per year.	# of schools participating in Kids on the Go program	26	27		Increasing target to 28. One private school is now participating.

Strategic Issue Area: Healthiest Collier Obesity Objective 3

Goal: Long, Healthy Life

Strategy 3.1: Promote healthy behaviors and expand opportunities to improve health.


Key Partners: DOH-Collier and Safe and Healthy Children's Coalition

Why this is important to our community:					
Changing health related behaviors can produce long-term health benefits.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
3.1 By December 2019, decrease the percentage of overweight/obese children 24 to 60 months old certified in the Collier WIC program from 34.8% (Mar 2015) to 32.8%.	% of overweight/obese children 24 to 60 months	36.44%	34.5%		Extended timeframe to December 2020. Continue nutrition education. Changed target to 34.5% based on review of data from the past two years.

Goal: Promoting improved nutrition and physical activity in early care and education

Strategy: Promoting improved nutrition and physical activity in early care and education.

Key Partners: DOH-Collier, Early Learning Coalition, Childcare centers, University of Florida Extension office and Safe and Healthy Children's Coalition

Why this is important to our community:					
Overweight and obese kids are at risk for developing medical problems that affect their present and future health and quality of life. Providing awareness and opportunities may increase healthy eating and active living.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
3.2 At least 20 participants complete the Let's Move! child care training program per calendar year.	# of participants, who complete the Healthy Kids, Healthy Future training	13	20		Program name changed to Healthy Kids, Healthy Future. Program was not promoted in second half of 2018 because of curriculum updates.

Strategic Issue Area: Healthiest Collier Obesity Objective 4

Goal: Long, Healthy Life


Strategy 4.1: Increase awareness and participation in health and wellness initiatives.

This strategy was removed from the CHIP during the 2017 annual review.

Goal: Long, Healthy Life

Strategy: Increase awareness and participation in health and wellness programs.

Key Partners: Faith Based Organizations, DOH-Collier and Blue Zones Project (BZP)



Why this is important to our community:					
Regular physical activity and healthy eating can produce long-term health benefits.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
4.2. By December 2019, BZP will engage 10 FBO's to become BZ approved by implementing best practices to raise well-being of their congregants.	# of BZP approved FBO's	11	10		Target exceeded. Increase to 15.

Strategic Issue Area: Healthiest Collier Obesity Objective 5

Goal: Raise well-being in SWFL through a comprehensive approach to health improvement.

Strategy 5.1: Increase awareness of health related behaviors and outcomes


Key Partners: Blue Zones Project Steering Committee, people, places (restaurants, worksites, grocery stores, schools, preschools, HOAs and FBOs) and policy leaders.

Why this is important to our community:					
Changing health related behaviors can produce long-term health benefits.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
5.1.A. Raise well-being in SWFL through a comprehensive approach to health improvement.	Gallup-Healthways Well-being Index	8 Indicators increased from 2015-2017	Improve 8 or more indicators over an 8-year period. (by Sept. 1 st , 2022)		Maintain efforts to exceed target.
	Gallup-Sharecare Well-being Index Community Impact of BZP	25%	40% residents in Collier County report they are engaged in the Blue Zones Project. (by Sept. 1 st , 2022)		Maintain efforts to achieve target by long-term goal.

Goal: Raise well-being in SWFL through a comprehensive approach to health improvement.

Strategy 5.1: Increase awareness of health related behaviors and outcomes.

Key Partners: Collier County Parks & Recreation, DOH-Collier, Health Care Network of SWFL and David Lawrence Center


Objective	Indicator	Current Level	Target	Status	Comments / Revisions
5.1.B. Create a Park Rx program based on the national Park Rx Initiative.	Program Implemented Yes/No	No June-18 No Dec-18	Yes 2020		Changing indicator to # of community partners participating in the program. New target is 5 partners.

Strategic Issue Area: Healthiest Collier Obesity Objective 6

Goal: Share effective strategies and messages that support healthy behaviors.

Strategy 6.1: Increase access to healthy affordable food choices.


Key Partners: Blue Zones Project (BZP) Food Policy Committee & Worksite Committee, Collier County Parks & Recreation, University of FL Extension, and DOH-Collier

Why this is important to our community:					
A number of factors determine what people eat, but access to healthy food and beverages has a major influence. Healthier vendor options provides access to higher quality of food choices.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
6.1. Passive nutrition education is visible near vending machines at Collier County Parks & Recreation sites.	# of parks	0	4		Education materials are going through an approval process.

Goal: Share effective strategies and messages that support healthy behaviors.

Strategy 6.2: Share effective strategies and messages that support the connection between the built environment and healthy behaviors.

Key Partners: Blue Zones Project (BZP) Built Environment Policy Committee, DOH-Collier, Naples Pathway Coalition and Collier County Planning Commission


Why this is important to our community:					
Adoption of complete streets policy will increase physical activity and connect the built environment and encourage healthy behaviors.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
6.2. All three Collier County governments adopt a complete streets policy into their code of laws and ordinances	# of complete streets policies	2	3		✓ City of Naples ✓ Collier County

Strategic Issue Area: Healthiest Collier Obesity Objective 6 (continued)

Goal: Share effective strategies and messages that support healthy behaviors.

Strategy: Expand opportunities to promote health and wellness programs to worksites.

Key Partners: Blue Zones Project (BZP) Worksite Committee and Chamber of Commerce


Why this is important to our community:					
Raising employee physical, emotional and social well-being, ultimately increases employee wellness and productivity and lowers healthcare costs.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
6.3. Worksites in Collier County become BZ approved:	# of BZP approved worksites in Collier County				Project has now officially launched in Golden Gate and East Naples. Marco Island will launch in September of 2019.
Naples		19	25		
Immokalee		2	10		
Golden Gate		1	10		
East Naples		6	10		
Marco Island		0	10		

Strategic Issue Area: Healthiest Collier Obesity Objective 7

Goal: Promoting all aspects of health and wellness for seniors.

Strategy 7.1: Expand opportunities to promote health and wellness programs to seniors.

Key Partners: Naples Senior Center at Jewish Family and Community Services


Why this is important to our community:					
Regular physical activity and healthy eating can produce long-term health benefits.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
7.1. Maintain current level of programming in senior centers on nutrition, exercise, and general health.	# of programs	90	100		Target was increased to 100 in June 2018 and there was a 25% increase in programs from June to November 2018.

Strategic Issue Area: Healthiest Collier Behavioral Health Objective 1

Goal: To promote emotional, psychological and social well-being programs.

Strategy 8.1: Promote positive behavioral health programs and provide opportunities for children and adults to make consistent informed choices to improve health outcomes.

Key Partners: NAMI Collier County, DOH-Collier, Safe and Healthy Children's Coalition, Health Planning Council SWFL, Health Care Network of SWFL, Collier County Medical Society (CCMS), NCH Healthcare System, David Lawrence Center, and Chamber of Commerce

Why this is important to our community:					
There is emerging evidence that positive behavioral health is associated with improved health outcomes. Positive behavioral health is directly related to emotional, psychological, and social well-being, which is crucial to living a long and healthy life.					
Objective	Indicator	Current Level	Target	Status	Comments / Revisions
8.1. Create an outreach protocol that reaches all health care providers in Collier County and provides education about how to recognize and refer patients with behavioral health needs	Protocol approved by CHIP EC committee Yes/No	No	Yes		Replaced this objective with four new objectives and quantitative indicators.

Accomplishments

The most notable accomplishments from implementation of the Collier County CHIP in 2018 are summarized in this section.

Goal: Increase the initiation, duration and exclusivity of breastfeeding

Strategy 1.1: Promote awareness and expand opportunities for breastfeeding

Objective 1.1.A. To double the number of breastfeeding friendly (BFF) businesses and BFF child cares in Collier County as recognized by the Florida Breastfeeding Coalition by December 2017.

The key partners, through participation in the Breastfeeding Coalition of Collier County, successfully increased the number of breastfeeding friendly child care providers in Collier County from three to seven in the past two years. This accomplishment was achieved through outreach events, training events, and by increasing the amount of information and resources available on the coalition's website.

Objective 1.1.B. At local community hospital – increase by 20% the total percentage of delivering mothers breast feeding (without maternal or newborn medical complications)

The team at NCH hospital surpassed their goal of 42% of delivering mothers breastfeeding at discharge, maintaining an average rate above 55% during the second half of 2018. This accomplishment is the result of a concerted effort to satisfy the requirements for receiving baby-friendly hospital designation which includes building a comprehensive breastfeeding policy along with staff and physician comprehensive education.

Goal: Long, Healthy Life

Strategy: Increase awareness and participation in health and wellness programs.

Objective 4.2. By December 2019, BZP will engage 10 FBO's to become BZ approved by implementing best practices to raise well-being of their congregants.

The primary community partner for this objective is the Blue Zones Project of Southwest Florida, whose committee members are reaching out to faith-based organizations (FBOs) to encourage registration and participation in the program. In June 2018, 9 FBOs had achieved Blue Zones approval and another 12 were registered and are actively working to implement well-being initiatives and become BZP Approved. In December 2018, 11 were BZ approved, surpassing the target of 10. This accomplishment was achieved through direct outreach and by capitalizing on strong community connections and the growing name recognition of the Blue Zones Project.

Conclusion

The CHIP serves as a roadmap for a continuous health improvement process in Collier County. It provides a framework for implementing and monitoring the goals and objectives selected by the community as the most important health issues. The 2018 CHIP Annual Progress Report summarizes the progress made on implementing those objectives and establishes targets for 2019, which were reviewed and verified by an executive committee of community health leaders. This community-wide, collaborative effort enhances our ability to have a significant impact on the community's health as we work together to be the healthiest county in the nation to live, learn, work, and play.

Appendices

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Appendix A: CHIP Annual Review Meeting Agenda

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Ron DeSantis
Governor

Vision: To be the Healthiest State in the Nation

**Florida Department of Health in Collier County
Executive Committee for Community Health Improvement Planning
3339 Tamiami Trail East, Building H, Room 206
January 17, 2019
2:30-4:00pm**

AGENDA

Meeting Purpose: To develop, implement, monitor progress, and review the Collier County Community Health Improvement Plan (CHIP) and the Collier County Community Health Assessment (CHA)

Topic	Facilitator	Time (Minutes)
Welcome and Introductions	Stephanie Vick	5
Review of Agenda and 2018 Recap	John Drew	5
2018 Annual Progress Report <ul style="list-style-type: none">CHIP objective owners report on status and discuss plans for 2019	John Drew	60
MAPP Assessments Update <ul style="list-style-type: none">Community Themes & Strengths	Julissa Cuthbert	10
Meeting Evaluation	John Drew	5
Adjourn	Stephanie Vick	5
Total time allotted		90

Florida Department of Health in Collier County

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Appendix B: CHIP Annual Review Meeting Minutes and Attendance

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Ron DeSantis
Governor

Vision: To be the Healthiest State in the Nation

Florida Department of Health in Collier County
Executive Committee for Community Health Improvement Planning
3339 Tamiami Trail East, Building H, Room 206
January 17, 2019, 2:30-4:00pm

Minutes

Meeting Purpose: To develop, implement, monitor progress, and review the Collier County Community Health Improvement Plan (CHIP) and the Collier County Community Health Assessment (CHA)

Topic	Summary
Welcome and Introductions	Stephanie Vick welcomed everyone and thanked them for participating. Participants introduced themselves.
Review of Agenda and 2018 Recap	<p>John Drew reminded participants about the timeframe for the current CHIP and the current progress on the MAPP four assessments, the results of which will be used to develop the 2020-2022 CHIP. The following list of 2018 CHIP related achievements was presented:</p> <ul style="list-style-type: none">• Reported results for the behavioral health survey• Recruited NAMI of Collier County to lead our behavioral health objective• Added a Park Rx objective• Selected a healthy community shared vision statement• Updated and verified our list of community health partners and published a list of health services and resources• Completed the LPHS assessment• Collaborated with the Schulze Family Foundation to verify health related data from their assessment and generated valuable insights that will be used in our assessment process• County Health Rankings--Ranked 2nd in overall health outcomes• Gallup well-being index: highest score in nation• BCC recognized as healthy community champion by DOH

Florida Department of Health in Collier County

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Topic	Summary
2018 Annual Progress Report	<p>John Drew facilitated a round table discussion process in which participants each reported on the progress of the objectives for which they are the lead agency. In addition, the group used the following decision matrix to decide whether each objective needed revision for 2019:</p> <ul style="list-style-type: none"> Is the objective on track to meet its target by the end of 2019? <ul style="list-style-type: none"> If yes, has the target been met or exceeded? <ul style="list-style-type: none"> If yes, should we remove the objective? If no, then no revisions necessary If no, then <ul style="list-style-type: none"> Adjust the target? Modify the objective? Stay the course?
MAPP Assessments Update	Julissa Cuthbert gave a briefing about the community themes & strengths assessment, which included a timeline and an explanation of the data collection methods
Meeting Evaluation	John Drew reviewed the evaluation results from the previous CHIP executive committee meeting and asked participants to complete an evaluation of today's meeting.
Adjourn	Stephanie Vick thanked everyone for participating.

Attendance



Executive Committee for Community Health Improvement Planning
Thursday, January 17, 2019

Organization	LastName	FirstName	Present
Blue Zones/Healthways	Logan	Deb	✓
Collier County Medical Society	Donahue	April	
Collier County Parks & Rec	Williams	Barry	✓
Collier County Public Schools	Landry	Dena	
Collier County Public Schools	Patton	Kamela	
Collier County Public Schools	Vargo	Eileen	✓
Community Health Partners	Fasanella	Lisa	
David Lawrence Center	Guerra	Mary Ann	
David Lawrence Center	Burgess	Scott	
NAMI of Collier County	Baker	Pamela	
DOH-Collier	Gomez	Jennifer	✓
DOH-Collier	Drew	John	✓
DOH-Collier	Vick	Stephanie	✓
FSU	Rosado	Javier	
FSU	Reyes	Dr. Elena	
Health Planning Council SWFL	Houck	Ed	✓
Healthcare Network SWFL	Vedder	Todd	
Healthcare Network SWFL	Ellis	Mike	
Jewish Family & Community Services	Faffer	Dr. Jacqueline	✓
Naples Chamber of Commerce	Dalby	Michael	✓
NCH	Weiss	Dr. Allen	
NCH	Riley	Mike	
Safe and Healthy Children Coalition	DiGrigoli	Paula	✓

Appendix C: Comprehensive List of Community Partners Involved in CHIP Implementation

- Blue Zones Project of SWFL
- Collier County Growth Management
- Collier County Medical Society
- Collier County Parks and Recreation
- Collier County Public Schools
- David Lawrence Center
- Early Learning Coalition SWFL
- Florida Department of Health in Collier County
- Greater Naples Chamber of Commerce
- Health Planning Council SWFL
- Healthcare Network SWFL
- Healthy Start Coalition SWFL
- Jewish Family & Community Services
- NAMI of Collier County
- Naples Pathways Coalition
- NCH Healthcare System
- Precious Cargo Academy
- Safe & Healthy Children's Coalition
- UF/IFAS Family Nutrition Program